R J Reynolds Tobacco Company

INTERCOMPANY MEMORANDUM

DATE: May 8, 1997

TO: All Region Operations Managers (ROM)

SUBJECT: Winston Wave 2 PDI

I have enclosed one package of Winston PDI illustrations. Please copy them as needed for your Region's personnel.

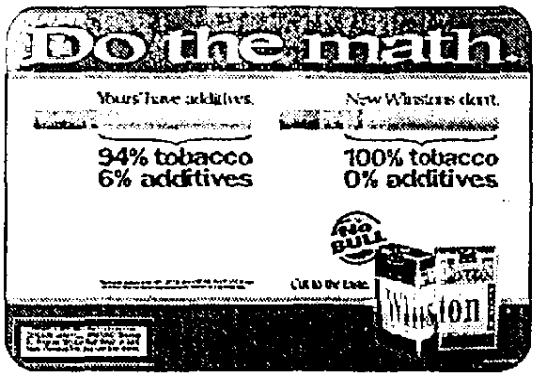
Program Contact: David Cook, Extension 6550

51851 5881

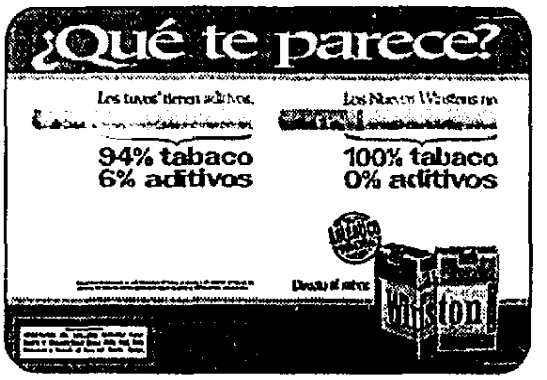
mwinpdi.doc

Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

PRIORITY ITEMS



Winston Change Mat
Item #: 528140



Spanish Version
Item #: 528143

The Change Mat offers an excellent opportunity to communicate the "Stick to Stick" comparison. Regions should ensure each store has several change mats available for the introduction period.

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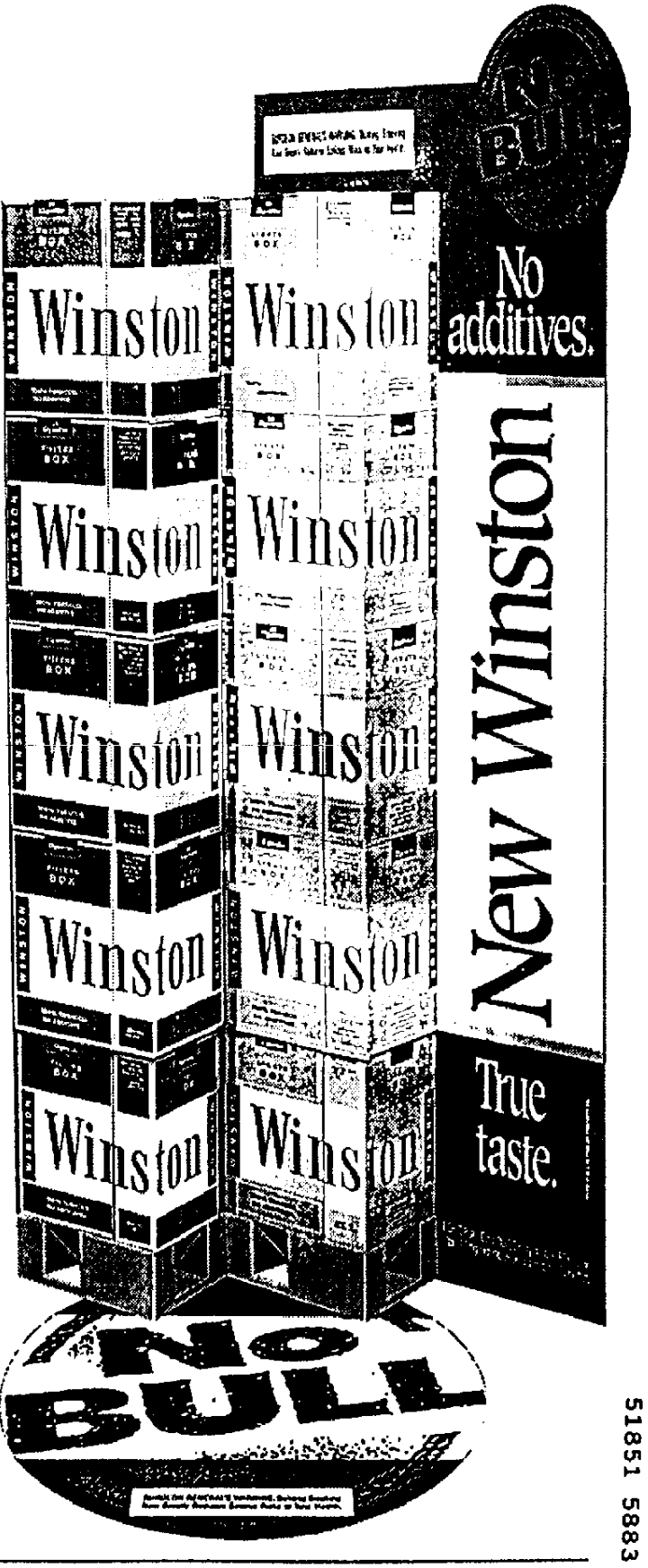
Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

PRIORITY ITEM

Winston Tower Semi-Permanent
Counter Display
11"W x 5"D x 21.5"H
Item #: 527603
Pack Capacity: 20



This unique counter display communicates the New Winston "No Bull" attributes as well as the new wrap around package graphics in one compact vertical footprint. The molded plastic base makes access to product easy. The gravity feed design ensures fresh product faces the consumer until the last pack is sold. Even if the display sells out, it continues to communicate our revolutionary new pack graphics and consumer information until restocked. The counter graphic is designed as a stand alone piece of POS which can be used as pictured or in a secondary counter, wall or window location.

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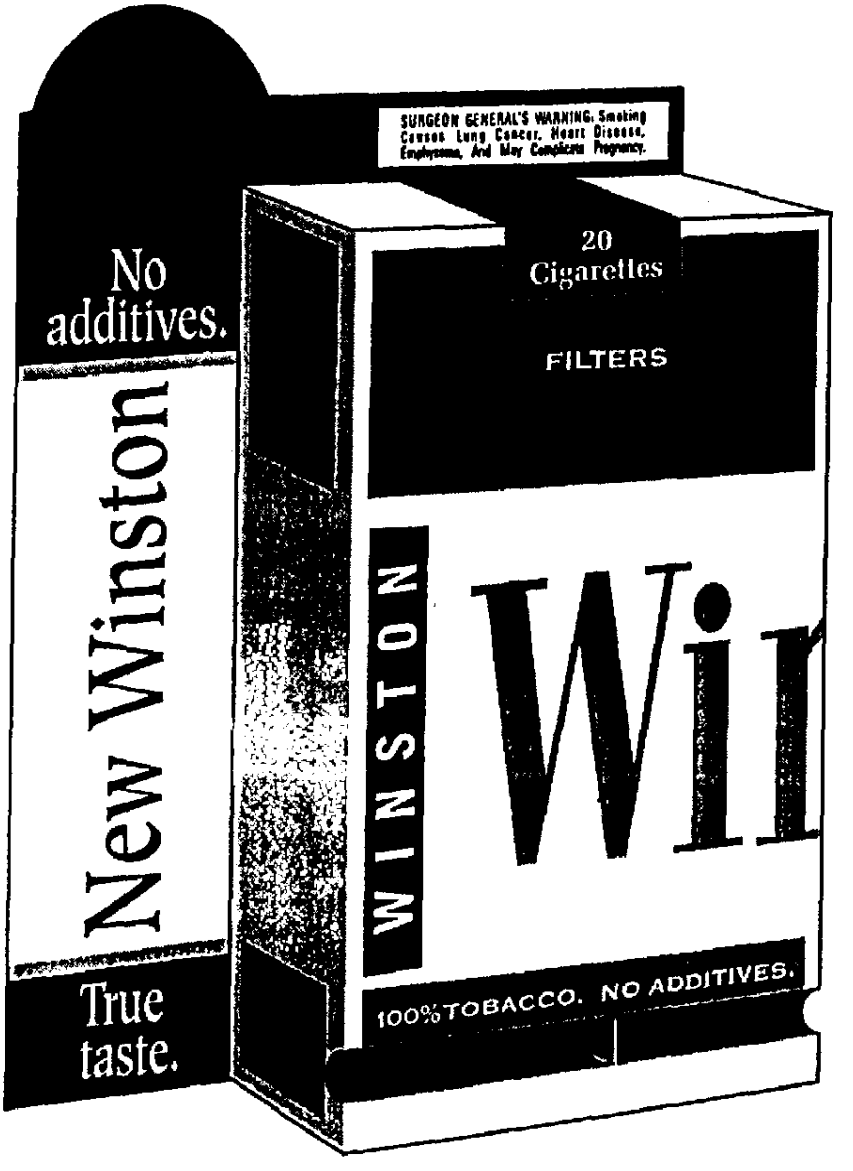
Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

PRIORITY ITEM

Winston Pack Replica Counter Display
19⅜"H x 12⅜"W x 2¾"D
Item #: 530135
Total Capacity: 30 Packs (15 Per Row)
SKU Pack: 5
(3 FF/2LT)



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Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

PRIORITY ITEM

Winston "No Bull" Floor Mat
24" Diameter
Item #: 527573

The No Bull Floor Mat Graphic is designed for placement on any uncarpeted floor. The clear rigid vinyl surface is UL approved as a floor covering and is easily cleaned with any ordinary surface cleaner or through normal floor maintenance. Properly positioned in the check out area of a store, this Floor Graphic will provide months of high impact "No Bull" impressions, and has proven to be one of the most recognized pieces of in-store POS. Floor Graphics have a removable adhesive backing which is easily placed. If removed, this floor graphic will not leave a residue.

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Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

PRIORITY ITEM

Winston Ceiling Logo
60"W x 19⅛"H x 3½"D
Item #: 532052

The dimensional Winston logo creates strong brand registration at retail. The sign can be easily hung from drop ceilings or in windows due to its light weight design (3 lbs, 1 oz).

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Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

PRIORITY ITEM

Winston "No Bull" Metal Sign

15" Diameter

Item #: 531815

The "No Bull" Metal Sign can be placed on walls or other surfaces by using the adhesive pads on the back or by tacking with screws or nails in the holes provided. Two of these signs could be placed back to back and hung from the ceiling as a dangler.

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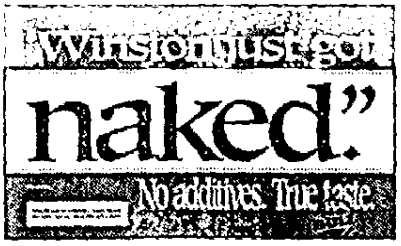
Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

ton Banners

Inside Use

1 5' X 3'
Banner

182



Winston 5' X 3'
Attitude Banner
PERIOD 2
Item #: 532112

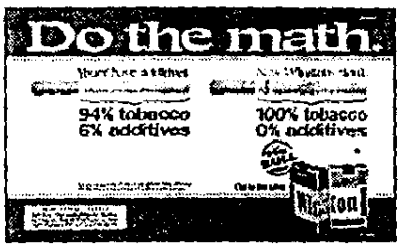
Inside Use

To Be Determined

Inside Use

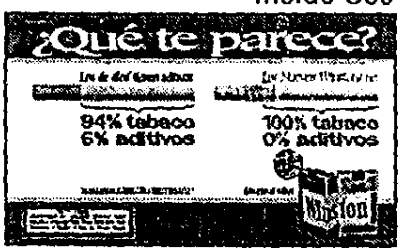
5' x 3'
Stick

85



Winston 5' x 3'
Stick to Stick
Banner (Spanish)
Item #: 528194

Inside Use



Outside Use

' x 3'
anner

3
x 3'

Outside Use

x 3'
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3'

To Be Determined

Outside Use

(3'
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3'

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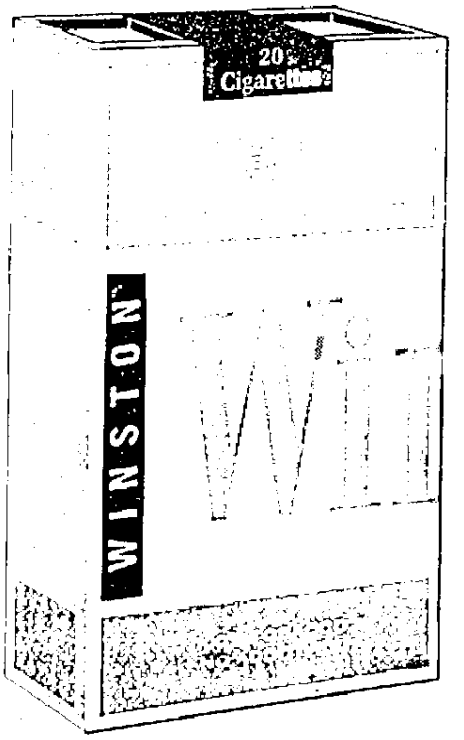
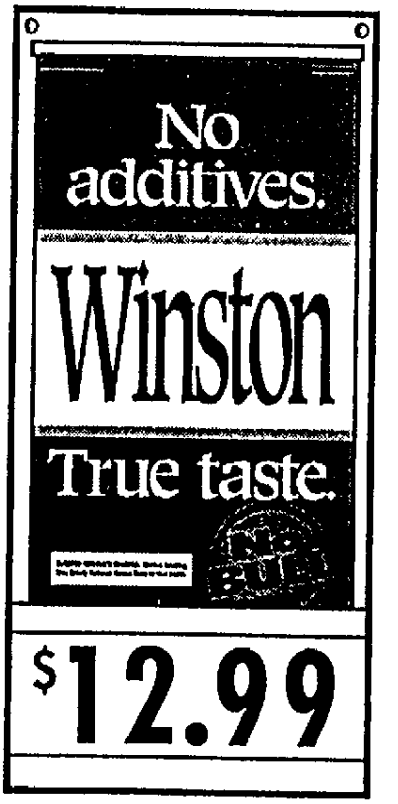
Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

MISCELLANEOUS ITEMS



Winston Floor Ashtray
Item #: 532100



Winston Large
Window/Wall Pricer
Item #: 528161

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Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

MISCELLANEOUS ITEM

Winston Dimensional
Ground Mount Refurb Kit
39⅜"W x 27¾"D x 49"H
Item #: 528302

This Ground Mount Retrofit fully communicates our new revolutionary Winston Package Graphics. The retrofit unit is designed to be durable, light and easy to install. Once installed, the retrofit provides a hard to miss dimensional giant pack and completely refreshes existing equipment and at a fraction of the cost of a new ground mount.

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Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

MISCELLANEOUS ITEM

Winston Window / Wall Crash Pack
20"W x 9"D x 20.5"H
Item #: 528155

Window Crash Pack

Wall Crash Pack

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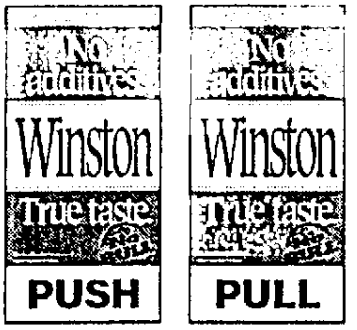
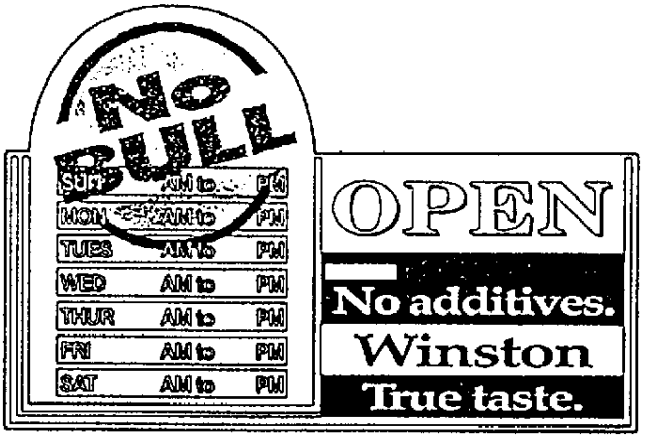
Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000

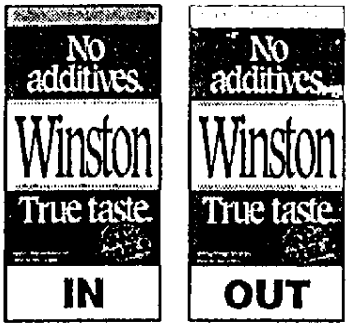
MISCELLANEOUS ITEMS



Winston Push-Pull Decal
Item #: 528215

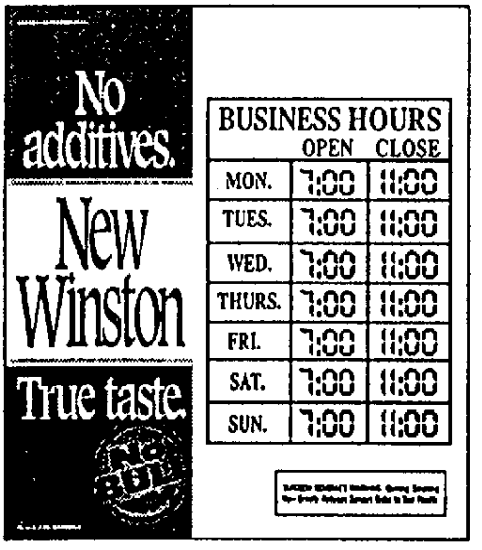


Winston Business Hours Open/Closed Frame Sign
Item #: 528152

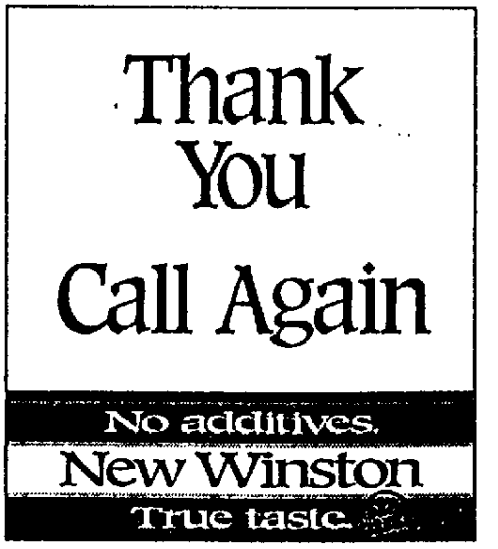


Winston In-Out Decal
Item #: 528221

Winston Door/Window Decal (28" x 12")
Item #: 528203



Winston Business Hours Decal (Front)
Item #: 528212



Winston Business Hours Decal (Back)
Item #: 528212

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Source: https://www.industrydocuments.ucsf.edu/docs/gqpn0000